



Press Release

Plintron recognized for technology innovation through its business partner – Lycamobile for its roaming service ‘toggle mobile’

‘toggle mobile’, a service designed by Lycamobile to save up to 90% on roaming calls, wins the ‘Innovative Service’ award at The Mobile News awards 2012 ceremony.

Chennai, India, 28th March 2012:-

Plintron, the world largest Telecom hosted cloud-based infrastructure for MVNOs, MNOs and Enterprises has been recognised through Lycamobile, its business partner. Lycamobile was awarded the ‘Innovative Service’ award for **‘toggle mobile’** a product developed by Plintron at the prestigious ‘Mobile News awards 2012’ ceremony recently at London, UK.

Plintron provided the technology platform that is based on multi International Mobile Subscriber Identity (IMSI) and multi Mobile Subscriber Integrated Services Digital Network Number (MSISDN) based approach. This virtual home network prepaid service is designed to provide customers with up to 90% cost saving on roaming charges for data, voice and SMS services. Customers can answer international roaming calls throughout the ‘toggle’ network of countries; UK, Germany, France, Switzerland, Australia, Poland, Norway, Spain, Sweden, Netherlands and Denmark without incurring roaming charges. The roaming solution provides customers with one single rate for calls, SMS and data when travelling to any of the ‘toggle mobile’ network countries.

Mohan Kumar, Founder & CEO, Plintron said, “This award is a great endorsement of our continued commitment to excel as an innovation partner. We are happy that our business partner has been awarded at the Mobile News Awards 2012.”

Subaskaran Allirajah, Chairman, Lycamobile commented, “I am delighted with toggle mobile’s win. I would like to thank the entire ‘toggle mobile’ team, our business partners and customers for supporting ‘toggle mobile’ and I look forward to growing the business further in the coming years”.

Milind Kangle, CEO, Lycamobile said, “*toggle mobile*’ winning the Innovative Service award is an exceptional achievement for Lycamobile under which this service was developed. We are constantly looking for solutions that will save costs, the innovative *toggle mobile*’ service enables customers to travel abroad and stay in touch with their friends and family without worrying about excessive roaming charges”.

The Mobile News Awards 2012 is the largest event in the mobile industry calendar and was presented to our partner for best ‘Innovative Service’ of the year. The Mobile News Awards recognises organisations in the mobile industry that have maintained their edge, pushed boundaries and excelled in quality. Our partner scored the highest number of points for the most innovative service solution that will move the mobile industry forward.

About Plintron

Plintron is a niche player in the enterprise mobile convergence space. Plintron is the Largest Telecom hosted cloud-based infrastructure for MNOs, MVNOs and Enterprises and has telecom industry's most comprehensive roll-outs for these domains. Plintron's lines of businesses include MVNA, MVNE, M2M, Mobile Wallet and Money Cards, providing converging voice, data and video across UK, Europe and Australia. The company currently services in 18 countries and connects subscribers globally. www.plintron.com

About ‘toggle mobile’

toggle mobile’ is a brand extension of Lycamobile. *toggle mobile*’ is an innovative new service, from Lycamobile which was launched on the 9th of April 2011 in the Netherlands and in January 2012 in the UK. The service allows customers to avoid expensive voice and data roaming charges when travelling abroad. Lycamobile is a prepaid mobile SIM card provider that provides low-cost, high-quality international and national calls to over 8.0 million customers across 14 countries (UK, Netherlands, Belgium, Switzerland, Denmark, Norway, Sweden, Italy, Spain, Australia, France, Germany, Poland and Ireland). www.togglemobile.co.uk